A Research proposal on

"A Study of Consumer Satisfaction towards Water Purifier brands in Marathwada Region with special reference to Chhatrapati Sambhajinagar and Nanded District"

In the subject

Under the Faculty of

Commerce and Management

Submitted to

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1.0 Introduction:

Water – The Human Necessity: Water is the most essential element in human life, without which existence of life is not possible. Water is the resource that covers almost 3-quarters of the planet, and upon which all life depends. Without food a person might survive for weeks but without water, the odds of surviving more than a few days are not possible. In fact, approximately 70% of human body is composed of water. In fact, the only thing more important than water is oxygen. Water helps in various biological and metabolically processes most health professionals agree that the average human body needs 8-10 glasses of water a day. So, water is a human necessity.

In the history of natural world, water sources have been centers of life, providing habitat and sustenance for animals and plants alike. Although 78% of earth is occupied with water, the amount fit for consumption of daily life is very less. In today's world of globalization and industrialization, the pollution of water is a very dangerous aspect affecting the mankind. So, after many years of scientific research, many institutions came with an innovation called water purifiers. Water purifier's usage is rapidly increasing in big cities, towns, educational institutions, hospitals, heavy industries etc. so to conduct research on the usage and effect of branded water purifiers is inevitable, as frequent assessment is a much-needed thing for more innovations and invention. The concept involves four categories including Safety, Choice, Information and Right to be heard. Consumer

awareness, which refers to a buyer's knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues. To make a decision, the needs of an individual have to be met. As mentioned, for this discussion, the individual will be the consumer with the need for a product. In information about alternatives, evaluates them based on their features and make a decision that will maximize the value of the decision.

1.1 Consumer satisfaction:

"The customer enters into a platform of interactive communication so as to add value and increase customer satisfaction. Today, with the availability of multiple product or service choices, consumers are seeking for the money spent. Marketers on the other hand, are trying to identify this value which can attract and appeal to the customers through unique delivery methods. All these efforts at building up a platform of communication techniques are to add value as well as to increase the consumer satisfaction leading to consumer delight. Customer Satisfaction will help the organization to -

1. Focus on consumer needs and offer value added benefits to them.
2. Identify new customers, new market segments and new applications for existing products and services.
3. Provide quality service to match the customer aspiration and requirement.
4. Help to enhance the organization's operational efficiency through employee's high motivational level and involvement.

5. Enables the organisation to work, towards total customer satisfaction and maximum, customer delight.

2.0 Need & Significance of study:

India has 16 percent of the world's population 2.5 percent of the landmass and 4 percent of the world's water resources. These limited water r esources are depleting rapidly while the demands on them are increasing. Drinking water supplies in many parts of India are intermitted. Transmission and distribution networks for water are generally old and badly maintained and as a result are deteriorating. A growing population has increased the demand for drinking water and rapid urbanization has required increasing sewage treatment. Many industries have been forced to adopt water recycling system due to scarcity of water. Growing public concern, media pressure and renewed legislation has left industries with no option but to install water treatment equipment.

There is no doubt that water and sustainable development are inextricably linked. Once viewed as an infinite and bountiful resource, water today defines human, social and economic development.

We look at present scenario, we are lading towards crisis. About 85% of rural population in India is solely depended on ground water, which is depleting at a fast rate. In the urban area though about 60% of the population is depended on surface water source, the availability and quality are questionable.

As a result of excessive extraction of ground water to meet agriculture, industrial and domestic demands, drinking water is not available during the critical summer months in many parts of the country.

Chemical contaminations namely fluoride, arsenic and selenium pose a very serious health hazard in the country. It is estimated that about 70

million people in 20 states are at risk due to excess fluoride and around 10 million people are at risk due to arsenic in ground water

3.0Objectives of the study:

1. To study the consumer satisfaction towards prices of water purifier in Marathwada Region.
2. To analyse the consumer satisfaction towards product features of water purifier in Marathwada Region.
3. To understand the consumer satisfaction towards after sales services of water purifier in Marathwada Region.
4. To study the consumer satisfaction towards sales promotion practices of water purifier in Marathwada Region.
5. To analyse the consumer satisfaction towards online purchase verses offline purchase of water purifier in Marathwada Region.
6. To study the overall consumer satisfaction towards water purifier in Marathwada region.

4.0Hypothesis of the Study:

Onthebasisoftheobjectivesformed,the study proposes to test the null hypotheses which are designed as under:

1.Consumers are not satisfied towards prices of water purifier in Marathwada region.

2. Consumer satisfaction is not seen in case of product features of water purifier in Marathwada Region.

3. Consumer are not satisfied towards after sales services of water purifier in Marathwada region.

4. Consumer satisfaction is not noteworthy for sales promotion practices of water purifier in Marathwada region.

5.There is no significance difference for the consumer satisfaction level of online purchase verses offline purchase of water purifier in Marathwada Region.

6. Overall consumer are not satisfied towards water purifier in Marathwada region.

5.0Review of Literature:

For deciding the various parameters to conduct the present study, an intensive reviewof the research work and other published literature on entrepreneurial intent and corporate exposure was made. It helpedto present a gap between present and future position. Further the review ofliterature assistedindesigning researchmethodology,selecting the sampling techniques,analyticaltools, framingofhypothesis, interpretation of resultsetc.

- **Rajeswari V. and Ayisha Millath** in their article on "Brand Preference towards Water Purifier "indicated that consumer preferences are based on their personal background, experience, quality, reliability and service available for a specific brand. The study revealed that quality ranked first place among the criteria in the selection of water purifier.

- **Harishchandra SB (2013)** in his report titled "Customer Satisfaction towards Bisleri Bottled Water" has discussed that to be successful; organizations must look into the needs and wants of their customers. They found a positive connection between customer satisfaction, loyalty and retention.

- **Nilima Das (2013)** in her article titled "A Study on Factors Affecting Consumer Purchase Decision of Water Purifier" has discussed that in India nearly 80% people die due to water related diseases. This study is all about consumer behaviour, and the factors that motivate them to purchase water purifier for their own health. This study is conducted in an urban area named Bhubaneswar, capital city of Odisha.

- **Ranchay Bhateja et al., (2014)** in their study titled, "A Study of Consumer Behaviour on Safe Drinking Water in Household". This study investigated the knowledge, attitudes and practices of urban households in rural and semi urban areas, concerning the collection, treatment and storage of drinking water. The study recommend that the government undertake training programmes on drinking water safety that advocate appropriate water use, hygiene and sanitation strategies.

- **M. Nandhini et al, (2012)** in their article titled "Brand Preference towards Water Filters – An Analysis" has discussed about the Importance of using a Water Filter in recent years.This study found that Home water filtration offers a higher quality water product than bottled water. It emphasis that the home water filter alternative is a far

better, more economical and convenient way of getting truly healthy water.

6.0Research Design:

Research design portrays the blueprint of a research study which prefigures that what researcher will do from hypothesis formulation to analysis of data. A research design presents research problem, hypotheses, variables of study, experimental design, methods for data collection and a statistical analysis to be used in a manner that aim to combine relevance to research purpose with economy in research procedure. This research work is exploratory, descriptive and empirical in nature. **Descriptive research**, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how. The researcher is going to adopt descriptive research design for the present study in order to describe the awareness level of consumers towards water purifier.

- Descriptive study is a fact-finding investigation with an adequate interpretation.
- It is simplest type of research and is more specific.
- Mainly designed to gather descriptive information and provide information for formulating more sophisticated studies.
- Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studies.

7.0Sampling Design:

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure to be adopted in

selecting items for the sample to be used for conducting the research work. It includes following:-

1. Universe: The first step involved in developing sample design is to clearly define the number of cases, technically known as the universe. A universe may be finite or infinite. The Universe of this study is finite as it was conducted in Chhatrapati Sambhajinagar District & Nanded District. The total number of brands of water purifier are 351 in Marathwada Region.

2.Population: Among the total number of water purifier brands, 10% of top 20 brands are selected in Chhatrapati Sambhajinagar District & Nanded District of Marathwada Region.

3. Sampling Unit: The sampling unit for present research work is represented by consumers and company representatives of water purifier brands from Chhatrapati Sambhajinagar District& Nanded District.

4. Sampling Method: In this given project, convenience sampling method will be use. Here, the survey will be done by filling the questionnaire from customers out of the list of population of customer database. The sample size is fixed as 500 for consumers and 100 for company representatives or employees of HUL Pureit and Kent in Chhatrapati Sambhajinagar District & Nanded District of Marathwada Region.

5. Sample Size: 250 samples of consumers from each districts (Chhatrapati Sambhajinagar& Nanded are selected and 50 samples of company representatives and employees of HUL Pureit and Kent in Chhatrapati Sambhajinagar District & Nanded District of Marathwada Region are selected, so total sample size is 600 respondents.

Table No. 5.1 Samples from Company Representatives

1.	Nanded	50
2.	Chhatrapati Sambhajinagar	50
	Total	100

Source: Field Survey

Table No. 5.2 Samples from Consumers

Companies	Nanded	Chhatrapati Sambhajinagar	Total no.
HUL Pureit	125	125	250
Kent	125	125	250
Total	250	250	500

Source: Field Survey

8.0Data Collection Method:

In a research work two type of data i.e. primary data and secondary data will be used to collect information, but the major source of information is primary data.

1. Primary Data

Primary data are those which are collected for the first time at the time of research work and are considered original in character. The data used for the present study is primary in nature. The primary data for this study will be collected through the field survey by distributing questionnaire. Interview will be conducted with the consumers of Chhatrapati Sambhajinagar and Nanded city.

Secondary Data

Secondary data is the one which has already been collected and analyzed by someone else. Usually this analyzed data is available in the published form. The secondary data for this study will be collected from various data sources like books, generals, reports, newspaper, thesis and dissertation, infllbnet,

ebsco, shodhganga, different websites like world internet status etc., technical journals, magazines, and manuals and research websites.

9.0 Pilot Survey:

The researcher has conducted a pilot study before the data collection. The researcher has visited the organization and discussed with the authority of the organization before the data collection. The purpose behind conducting pilot survey is to analyse the reliability and validity of research tool to be utilized for conduction of entire study.

10.0 Scope of the Research Study:

The project aims to get us out of the classroom and into the real world of companies/ competitors, markets, managers and customers. For me, it opens the way for walking into experiences. The ultimate goal of this research is enormous with its true sense. Physically and practically, it shows the potential for the company and me.

- The scope of the project helps in analyzing the factors, which influence the referring behavior of customers.
- The scope is such that the study has been conducted by taking samples from Chhatrapati Sambajinagar District & Nanded District, which depicts the picture.
- The results obtained will give an overview of the different criteria based on which an existing customer can be used to generate sufficient leads for the company.
- The study can be helpful in taking decision so as to improve the approach towards customers for getting reference and service.

- This project also helps to know how an organization works in real environment and under different market scenario.

11.0Limitation of the study:-

At most attention will be taken to eliminate any kind of biasness and mi-interpretation in the study to get optimum result. Even though the following limitations could have certain degree of impact on the finding.

- The study is confined to Chhatrapati Sambhajinagar District & Nanded District only which may not represent the real picture of entire
- Many retailers may not show interested in water purifier because of steep competition in the locality among retailers.
- Data collected about satisfaction and awareness level may not represent the real picture.
- My study is confined to 600 respondents.
- Lack of research experience.
- The time constraint is major problem.

12.0Tools and Techniques to be used:

The data so collect from the above sources will be analyze with the technique of Percentage, Graphical analysis and Presentation, Tabulation, Classification and Statistical test.

13.0Chapter Scheme:

1. Introduction.
2. Review of Literature and Research Methodology
3. Consumer Satisfaction of water purifier brands

4. Data Analysis and Interpretation.
5. Findings, conclusion and Suggestions.
    - Annexure

      Questionnaire and bibliography

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